



12 Questions to Ask Every Sponsor About Their Company and Growth Product

A practical due diligence checklist for growth-oriented investment offerings

Use this checklist to guide sponsor discussions and evaluate background, alignment, growth thesis, execution planning and risk management.

QUESTIONS 01-03

Sponsor Background & Alignment

1. ☐ What is your firm's experience, and how have actual IRR results compared with projections?
2. ☐ How much of your own or affiliate capital is committed to this growth strategy?
3. ☐ How are you compensated (fees, carry, promote), and does this structure align with long-term value creation for investors?

QUESTIONS 04-06

Growth Thesis & Execution

4. ☐ What are the primary levers of growth (market expansion, acquisitions, technology adoption, operational scaling)?
5. ☐ What milestones and measurable KPIs will you use to track success and progress?
6. ☐ What differentiates your growth approach from competitors (e.g., sector expertise, proprietary edge), and who are your peers?

QUESTIONS 07-09

Risk & Exit Strategy

7. ☐ What is the timeline and pace of deploying capital into opportunities?
8. ☐ What market, regulatory, or operational risks could hinder growth, and how do you mitigate them?
9. ☐ What are the planned exit options and timeframe (IPO, recapitalization, etc.), and what redemption, buyback, or secondary market options exist if you need early liquidity?

QUESTIONS 10-12

Oversight & Transparency

10. ☐ How will you report on growth progress and performance to investors (frequency, detail, independent validation)?
11. ☐ Can you provide examples of past growth strategies that underperformed, and how you addressed them?
12. ☐ How do you ensure alignment of interests if growth takes longer or results differ from projections?

Notes
