

# Due Diligence Checklist for Private Equity Firms

## 1. General company information

- ☐ Business plan
- ☐ Company policies
- ☐ Bylaws
- ☐ Immediate red flags

## 2. Industry information

- ☐ Current state of the market
- ☐ Familiarity with industry
- ☐ Level of technical knowledge needed

## 3. Financial information

- ☐ Current revenue
- ☐ Current expenses
- ☐ Overall money management

## 4. Tax information

- ☐ Tax returns
- ☐ Tax payment history
- ☐ Past or ongoing audits

## 5. Legal information

- ☐ Illegal activities
- ☐ Past or ongoing investigations
- ☐ Past or ongoing lawsuits

## 6. Human resources

- ☐ Business hierarchy
- ☐ Employee salaries
- ☐ Employee benefits
- ☐ Individual employee qualifications

## 7. Company assets

- ☐ Real estate
- ☐ Equipment
- ☐ Patents
- ☐ Trademarks

## 8. Information technology

- ☐ Computer hardware
- ☐ Computer software
- ☐ Proprietary company software

## 9. Competitor outlook

- ☐ Number of major competitors
- ☐ Company standing relative to competitors
- ☐ Quality of competitor products or services
- ☐ Quality of competitor marketing

## 10. Existing clients and partners

- ☐ Ideal customer profile (ICP)
- ☐ Existing long-term clients
- ☐ Buyer personas

## 11. Leadership team members

- ☐ Individual company leader qualifications
- ☐ Leadership hierarchy
- ☐ Past leadership performance

## 12. Marketing and advertising

- ☐ Marketing budget
- ☐ Paid advertising performance
- ☐ Search engine optimization (SEO) performance
- ☐ Website design and quality