

Founder Bio and Team Page

Founder

Dimitri McDaniel — Chief Executive Officer and Founder

Dimitri is the founder and chief executive officer of Zion Public Benefit Corporation. The combination of a structured legal career in affordable-housing finance and an earlier operating-side background in startups makes him uniquely suited to tackle the problem that Zion seeks to solve — building a consumer-controlled record, consent, and eligibility infrastructure for the 56 million U.S. households the existing benefits and identity systems were not built to serve.

Career — Washington, D.C. Dimitri is a graduate of The Ohio State University and Case Western Reserve University, and has practiced for six years at Klein Hornig LLP, a Washington, D.C. mission-driven firm nationally specializing in the federal and state tax credits, finance, and regulatory regimes that underpin the affordable-housing system in the United States. His practice focused on the Low-Income Housing Tax Credit (LIHTC) program established under Internal Revenue Code Section 42, the U.S. Department of Housing and Urban Development (HUD) regulatory framework, and the Internal Revenue Service rules governing tax-exempt organizations under Sections 501(c)(3). He represented nonprofit developers, community development corporations, public housing authorities, syndicators, and tax-credit investors in the structuring and closing of LIHTC and mixed-finance affordable-housing transactions. Prior to the firm, Dimitri served as fellow for a Washington, D.C. based nonprofit legal clinic, Bread For the City, where he represented tenants in redevelopment efforts and as policy advocate.

Before entering law, Dimitri worked for the Ohio state government and for public interest campaigning. Directly prior to law school Dimitri worked at a procurement infrastructure startup that focused on rural and underserved communities in the local infrastructure RFP space. That operating-side experience grounds his approach to Zion’s product, GTM, and team-building work in a way that a purely-legal-career founder could not provide.

Dimitri understands the households Zion will serve, their frustrations, friction points, and recertification fatigue that they face every year. Additionally, the structural-policy questions about how the federal benefits system actually serves (or fails to serve) low-income households are not abstractions to Dimitri; they are the questions he saw the nonprofit affordable-housing community wrestle with on every transaction.

Why Zion. Dimitri’s combination of operational startup experience and federal-program legal expertise is the structural answer to the question “who builds consumer-controlled records, consent, and eligibility infrastructure for the population the existing systems were not built to serve.” The work requires (a) understanding the federal-program landscape (SNAP, Medicaid, UI, HUD, LIHTC, TANF, WIC) well enough to integrate them into a consumer-controlled record; (b) understanding the tax and corporate-law architecture (PBC, perpetual purpose trust, PRI, DAF, §4944(c)) well enough to build durable mission lock; and (c) understanding how to

actually ship product, hire a team, and close a fundraising round. Dimitri's career has placed him in the center of all three.

Education and credentials.

The Ohio State University, BA – 2015

Case Western Reserve University School of Law, JD – 2020

Bar Admission

- Ohio
- Washington, D.C.

Contact. mcdaniel@zion-pbc.com · [LinkedIn](#) · [zion-pbc.com/team]

Founding Team and Planned Hires

The founding team will be seven members by Series A close (H1 2028) and approximately fifteen by Series B close (2030). Each role below is mapped to the specific milestones it owns under the Milestone Tracking Framework and the v3 Development Plan.

Mission & Governance Lead (Hire: Q3 2026, immediately post-pre-seed close)

Responsible for the Trust Advisory Board recruitment and operating cadence, the Mission Trust formation and ongoing Trust Steward / Trustee / Enforcer relationships, the charter-commitments compliance attestation framework, and the annual Public Benefit Statement under DGCL §366. Reports to the CEO. The Mission & Governance Lead is the day-to-day owner of the mission lock — the operational embodiment of what the Certificate of Incorporation Article IV commits the company to.

The ideal candidate has experience in PBC governance, civic-tech nonprofit operations, mission-locked corporate structures, or comparable backgrounds. A general counsel or chief-of-staff profile with mission-organization experience is the target. Compensation: \$170K loaded cost in Year 1; option grant from the 2026 Equity Incentive Plan with standard 4-year vest / 1-year cliff.

GTM Lead — State / HRSN (Hire: Q3 2026 — Q4 2026)

Responsible for the state-pilot procurement work in the five priority states (Massachusetts, New York, New Mexico, Pennsylvania, Michigan), the Phase 1 anchor-state engagement (MA and NY in priority), the federal-agency engagement preparing the Phase 2 federal scaling, and the Local Partner program coordination at the state level. Reports to the CEO. The owner of the Phase 1 milestone targets: one anchor-state Pilot Live by Q1 2028, one second-state Signed LOI by Q2 2027, total state-system TCV of \$4.2M+ in the Phase 1 stretch case.

The ideal candidate has experience in state-government procurement (state Medicaid, state human services, state UI, or state workforce-development), in govtech sales, or in state-level health-care or social-services policy roles. A state-secretary or state-procurement-officer alumnus is the strongest profile. Travel-heavy role. Compensation: \$200K loaded cost (cash + benefits + payroll taxes + travel budget); option grant with standard vest.

Engineering Lead (Hire: Q4 2026 — Q1 2027)

Responsible for the LP Account v0 → v1 architecture, the FedRAMP authorization preparation, the TEFCA QHIN integration (Health Gorilla primary), the SOC 2 Type II and HITRUST e1 attestation work, and the Phase 2 transition to hybrid cloud + Northern Virginia colocation infrastructure per the Infrastructure Strategy and HQ Location memo. Reports to the CEO.

The ideal candidate has experience in healthcare technology (HIPAA, FHIR, USCDI), federal-procurement-grade infrastructure (FedRAMP, HITRUST), or comparable backgrounds. A staff- or principal-engineer profile from a govtech, healthtech, or civic-tech company is the target. Strong preference for someone who has personally led a FedRAMP authorization. Compensation: \$230K loaded cost; option grant with standard vest.

Product Lead (LP Account) (Hire: Q4 2026 — Q1 2027)

Responsible for the continuous-contribution ledger product specification, the consent spine and user-visible audit-log product design, the eligibility-surfacing engine product roadmap, and the multi-jurisdiction credential and benefit portability schema. Reports to the CEO.

The ideal candidate has experience in consumer-facing health-tech or fintech, in consent-management product design, or in benefits-administration product roles. A senior or director-level product profile is the target, with particular weight on someone who has shipped consumer products for low-income or ALICE-Threshold populations. Compensation: \$200K loaded cost; option grant with standard vest.

Product Lead (OutPost) (Hire: Q1 2027 — Q2 2027)

Responsible for the OutPost community-engagement and venue-discovery surface, the Local Partner directory and onboarding flows, and the consented community-engagement product design. Reports to the CEO (initially) or to a Chief Product Officer once that role is filled at Series A.

The ideal candidate has experience in community-facing consumer products (Nextdoor, Mighty Networks, Patreon, faith-tech platforms) or in civic-tech with deep grassroots-engagement experience. A product profile that combines product craft with lived experience in the communities Zion serves is the target. Compensation: \$180K loaded cost; option grant with standard vest.

GTM Lead — Local Partner Channel (Hire: Q2 2027)

Responsible for the foundational Local Partner network — recruitment, onboarding, support, and operational rhythm for the community-based organizations (faith congregations, libraries, food pantries, community health centers, recovery groups, workforce-development providers, Tribal Nation health and social services) that distribute LP Account and OutPost to the population. The owner of the Local Partner network milestone target: 25–50 active Local Partners by Phase 1 end.

The ideal candidate has experience in community-organizing, faith-community engagement, library-system or pantry-network operations, or comparable community-side roles. Strong preference for someone with personal community ties in at least one of Zion’s anchor-state geographies. Compensation: \$160K loaded cost; option grant with standard vest.

Finance / Operations Lead (Hire: Q2 2027 — Q3 2027, alongside seed close)

Responsible for the financial model maintenance, monthly close, runway management, capital-events finance work (SAFE and preferred-stock accounting), benefits and payroll, vendor management, and the bookkeeping-and-audit relationship. Reports to the CEO until a Chief Financial Officer is hired at Series A or Series B.

The ideal candidate has experience as a fractional CFO, a controller at a venture-backed startup, or a finance director at a comparable-size organization. CPA preferred. Compensation: \$150K loaded cost initially (part-time/fractional possible); option grant with standard vest.

[Candidate name and bio to be filled in once recruited. The role is initially fillable on a fractional basis, with full-time transition by Series A.]

Trust Advisory Board (Three founding members, recruited in parallel with the pre-seed close)

The Trust Advisory Board is composed of three to five members serving staggered 3-year terms. Per the TAB Charter, members are independent (not employees, officers, or current directors of the Company), reflect diverse geographic, demographic, professional, and lived-experience perspectives, and have particular weight on lived experience of the populations the Company’s products serve.

The founding three TAB seats are recruited to cover three angles:

Seat 1 — Consumer-Data Rights and Civic-Tech. A founder, scholar, or operator with deep experience in consumer-data rights, civic-tech governance, or mission-locked corporate structures. Target profile: a Code for America alumna, an 18F / USDS alumnus, a privacy-rights organization leader, or a digital-rights scholar.

Seat 2 — Affordable-Housing, LIHTC, or Federal-Program Policy. A leader from the federal-program ecosystem with deep substantive expertise in the benefits and identity systems that Zion’s product addresses. Target profile: a former HUD, HHS, or USDA program leader; a NACAA (nonprofit affordable-housing) executive; or a long-tenured benefits-policy researcher.

Seat 3 — Lived Experience. A leader with lived experience as a member of the ALICE-Threshold population Zion serves, and operational experience in community-based organizations. Target profile: a community-health-center director, a recovery-community leader, a faith-organization or library-system director, or a workforce-development-program leader with personal connection to the population.

Mission Trust — Trustee, Trust Steward, and Enforcer (Q3 2026 — Q1 2027)

The Mission Trust is administered by three independent roles per the Mission Trust Package:

Trustee — a Delaware corporate trustee (national bank, state bank, or Delaware trust company), selected for fiduciary capacity, independence, and experience with purpose trusts. Candidates under evaluation include [trustee firm names]. Expected engagement: Q3 2026 — Q4 2026.

Trust Steward — an independent individual with deep familiarity with Zion’s mission and the populations it serves. The Steward is the principal active decision-maker of the Trust, directing the Trustee in voting and consent rights and in the application of Trust assets. Target profile: a leader with mission-aligned for-profit governance experience and credibility with both the Zion team and the foundation/donor community. [Candidate profile to be filled in.]

Enforcer — an independent individual or institution with standing to enforce the Trust’s purpose under 12 Del. C. §3303. Target profile: a former judge, a former regulator, a civic-tech legal scholar, or a comparable institutional party. [Candidate profile to be filled in.]

Advisors (Pre-Seed and Through Seed)

The advisor slate is being built in parallel with the team. The current target is three to five advisors, with small option grants from the 2026 Equity Incentive Plan (typically 0.1%–0.25% per advisor, with 2-year vesting). Categories of advisor sought:

- (1) **PBC Operator Advisor** — a founder, board member, or operator who has run a Public Benefit Corporation through fundraising and can advise on governance and stockholder-relations questions.
- (2) **State Procurement Advisor** — a former state Medicaid, state human-services, or state UI agency leader with operational knowledge of the procurement environment in the five priority states.
- (3) **Foundation / Philanthropic Capital Advisor** — a current or former foundation program officer with PRI-program experience and credibility with the target foundation list.
- (4) **Federal-Procurement Advisor** — a former HHS, DOL, SSA, or VA leader with credibility in the Phase 2 federal scaling work.
- (5) **Trust Counsel Advisor** — a Delaware-trust-counsel partner with deep experience in perpetual purpose trusts (probably the same firm that will produce the Mission Trust Package).

[Specific advisor candidates and arrangements to be filled in as recruited.]

Hiring Cadence and Headcount Profile

Date	Total Headcount	Roles Filled
Pre-seed close (Q3 2026)	1 (founder) + 2 senior hires beginning onboarding	Dimitri; Mission & Governance Lead and GTM Lead (State/HRSN) onboarding
End of 2026	4	Dimitri + M&G Lead + GTM Lead (State/HRSN) + Engineering Lead
Mid 2027	5	+ Product Lead (LP Account)
Seed close (H2 2027)	7	+ Product Lead (OutPost) + GTM Lead (Local Partner Channel)
Series A close (H1 2028)	9	+ Finance / Operations Lead + first specialist hire (Eng or Product depth)
End of 2028	12–15	Expansion of engineering, product, GTM benches
Series B close (2030)	25–35	Functional leadership filled; departmental builds
Series C close (2032)	60–90	Multi-state operations; federal procurement team; FedRAMP sustainment team

This profile is sized to the Use of Funds Memo allocations and to the milestone targets in the Milestone Tracking Framework.

Equity Philosophy

Zion's equity philosophy reflects the Charter Commitments and the mission-lock structure:

- (a) **Founder equity** under the standard 4-year vest / 1-year cliff Restricted Stock Purchase Agreement. The founder bears the standard founder economics, with no extra-favorable terms or preferred-stock-equivalent provisions.
- (b) **Mission Trust block** of 3–5% of fully-diluted equity, held by the Trust at the closing of the first preferred-stock financing.
- (c) **Employee option pool** sized at approximately 12.5% of fully-diluted post-pre-seed capitalization, growing through subsequent rounds. ISOs and NSOs as appropriate per the 2026 Equity Incentive Plan. Standard 4-year vest / 1-year cliff for all employee grants.
- (d) **Advisor equity** at 0.1%–0.25% per advisor with 2-year vesting.
- (e) **TAB compensation** is cash-only; TAB members do not receive equity, intentionally, to insulate TAB judgment from the Company's equity value.

(f) **Trust Steward compensation** is cash-only; the Steward does not receive equity in the Company.

These philosophies are reflected in the corporate documents (Certificate of Incorporation, Bylaws, 2026 Equity Incentive Plan, TAB Charter, Mission Trust Package) and are part of the structural mission lock.