Coins & Tokens

What Is World Liberty Financial (WLFI)? Donald Trump's Crypto Project

3.9 ⭐ | by Loke Choon Khei | Edited by Vera Lim - Updated September 09 2025

What Is World Liberty Financial (WLFI)?

World Liberty Financial is the DeFi project backed by US President Donald Trump and his family members including Eric Trump, Donald Trump Jr. and Barron Trump. World Liberty Financial is a project with the goal of strengthening the global status of the US dollar in the DeFi space.

Key Takeaways

- World Liberty Financial is an upcoming DeFi project endorsed by presidential candidate Donald Trump and his family members.
- The WLFI token was launched through a public sale which requires KYC and raised over $550 million.
- The WLFI token was initially not transferable and only carried governance voting rights. However, a successful July 2025 governance proposal changed this, confirming that WLFI will soon be tradeable and liquid on 1 September 2025.

Introduction to World Liberty Financial

According to the project, World Liberty Financial's mission is to "Make crypto and America great by driving the mass adoption of stablecoins and decentralized finance." The project's goal is to ensure the dominance of U.S.-pegged stablecoins, where these will remain the world's settlement layer for the coming century, just like how the U.S. dollar has been the cornerstone of global finance.

World Liberty Financial has not launched yet, but current developments suggest that the project will first launch as an Aave V3 instance. This means that World Liberty Financial will first launch as a marketplace for borrowing and lending cryptocurrencies utilizing Aave's infrastructure, sharing protocol revenue with the Aave Decentralized Autonomous Organization (DAO).

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Important Disclaimers

In spite of endorsement from President Donald Trump, the website of World Liberty Financial states that no members of the Trump Family nor employee of the Trump Organization and its related affiliates are employed or part of the World Liberty Financial's board of directors. Instead, the Trump family are advisors to the project and are allocated approximately 22.5 billion WLFI tokens, and a promise to receive fees for services provided to World Liberty Financial. In spite of Trump's ascent to the US presidency, World Liberty Financial maintains that their project is non-political and not part of any political campaign.

That siad, on Trump's first day in office, World Liberty Financial purcahsed $47 million worth of ETH and another $47 million of wrapped BTC, along with $4.7 million each in Aave, LINK, TRX, and ENA, to "commemorate the inauguration" of Trump, who became the 47th US President on Monday.

What Is The WLFI Token?

The WLFI token is the **governance token** of World Liberty Financial. Each token grants its holder one vote in community proposals on the governance platform. Unlike other governance tokens like UNI and MKR, **WLFI** does not provide economic rights and World Liberty Financial is not a DAO. Most importantly, WLFI will be non-transferable after purchase. This means that you cannot trade/swap/sell WLFI after you have bought the token.

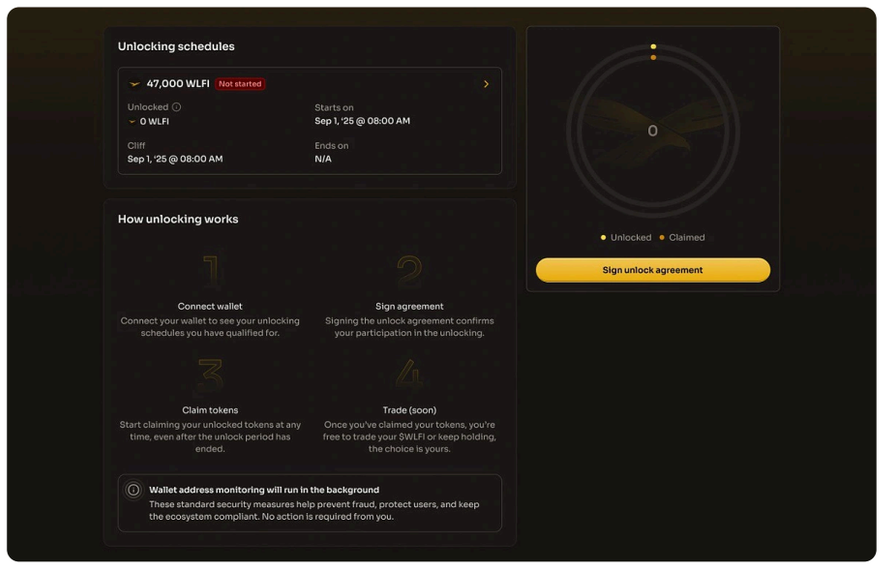
July 2025 Update

On 10 July 2025, the World Liberty Financial team proposed to make WLFI tradeable which would allow WLFI pre-sale buyers a clear avenue to be able to cash out their investment. The proposal was passed with huge support on 17 July, which confirms that WLFI will be tradeable in the coming future.

August 2025 Update

On 26 August 2025, the team announced that users can now move their locked WLFI tokens into a “Lockbox” to begin the token unlock process. An initial tranche of WLFI tokens will be unlocked from this Lockbox on 1 September 2025. The steps to unlock your WLFI tokens are as follows:

1. Connect your wallet at **https://worldlibertyfinancial.com/unlock**
2. Sign the agreement to unlock your tokens
3. 20% of your locked WLFI tokens will unlock on 1st September 2025, the remainder will be unlocked at a later date.
4. You may trade and sell your unlocked tokens



WLFI Token Details

Token Supply: 100 Billion

Token Type: ERC-20

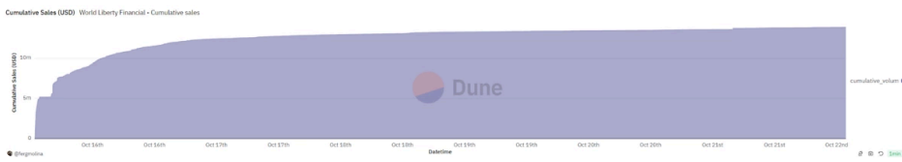
Network: Ethereum

Token Distribution

- 35% of tokens allocated for token sale
- 32.5% of tokens for community growth and incentives
- 30% of tokens for initial supporters
- 2.5% to team advisors and team members

World Liberty Financial Public Sale

Despite the illiquid nature of the WLFI, the project’s public sale went live on 15 October 2024 on Ethereum mainnet to moderate success. There are a total of 20 billion tokens for sale in this round (20% of total supply), purchasable through USDC, USDT and ETH. The team then conducted a second round of public WLFI token sales after the success of its first round. In total, $550 million was raised from over 85,000 participants.



Source: Dune Analytics @fergmolina

The project also opened the sale of an additional 5 billion tokens (5%) of the supply on January 20 2025.

World Liberty Financial Launches USD1 Stablecoin

The World Liberty Financial team launches its own native US stablecoin, **USD1** in March 2025.

USD1 saw major growth after the team managed to secure exclusivity deals such as a deal where USD1 will be used to close a $2 billion deal between Binance and MGX.

USD1 expanded to the Tron network in June 2025, after the TRON DAO approved and announced the first minting of USD1 stablecoins on the TRON blockchain, an L1 blockchain founded by Justin Sun.

What's In World Liberty Financial's Treasury?

World Liberty Financial currently holds significant funds after its successful $550 million fund raise and have made several strategic moves and investments in preparation for when their project officially launches their flagship product, crypto borrowing and lending. Here's a look into what the team currently holds.

According to on-chain data analytics firm, **Arkham**, World Liberty Financial currently holds over $462 million holding various cryptocurrencies. **Their main holdings** are:

1. $208 million in USD1
2. $85 million in AETHUSDT (USDT stored in AAVE)
3. $36 million in AETHWETH (ETH stored in AAVE)
4. $32 million in USDC
5. $23 million in AETHWSTETH (Lido staked ETH stored in AAVE)
6. $18 million in AETHWBTC (Bitcoin stored in AAVE)
7. $16 million in AETHUSDC (USDC stored in AAVE)
8. $14 million in TRX

Note that $208 million is in their own USD1 stablecoin, of which the team has the rights and ability to mint more of. If we exclude USD1 holdings, World Liberty financial holds around $254 million in crypto assets.

Conclusion

Currently, not much is known about the World Liberty Financial project, as it has yet to officially launch. The future of the WLFI token is ambiguous but exciting as it is the first DeFi governance token launched with such bizarre characteristics – non-transferable with no economic rights. This is unheard of in DeFi, as projects typically postpone activating such features until they're ready, while still assuring users that economic rights will be a future priority. However, this is not a priority at all for World Liberty Financial as it tells its buyers that their token will have no economic rights and will be illiquid, which seems to be self-sabotaging.

Nevertheless, the project's branding and support from Donald Trump makes this project noteworthy. Crypto users have their eyes on the project as this may be the first crypto project backed by a US President Rest assured, we will continue to update this article as more information about the project becomes available. Check back next time! In the meantime, Trump has also launched an official **TRUMP memecoin**.

Before investing in any cryptocurrency or project, always do your own research and never invest more than you can afford to lose.

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