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CRYPTO

Trump's \$7 billion meme coin hasn't made him richer, Forbes and Bloomberg say

The two journalistic wealth trackers agree the Trump meme coin hasn't added anything to the president's wealth — yet.

By [Frances Yue](#) [Follow](#)

Published: Jan. 24, 2025 at 1:41 p.m. ET



Trump visited a cryptocurrency-themed bar in New York City in September 2024. He recently launched his namesake meme coin.

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Donald Trump launched a meme coin in the days before his return to the White House — and it soared as he was inaugurated as the 47th president of the United States this past week. The coin garnered extensive interest, especially [from retail traders](#), and was changing hands for \$33.1 on Friday, giving it a value of \$6.6 billion, according to data from CoinMarketCap.

Yet according to The Bloomberg Billionaires Index and Forbes Billionaires list, the two authoritative journalistic wealth trackers, the Trump meme coin has yet to contribute to the president's net worth.

Trump's net worth stood at \$6.4 billion as of Friday, down 1% so far this month, with his fortune mostly derived from his ownership of the Trump Organization, a real-estate conglomerate and licensing business, [according to the estimate of the Bloomberg Billionaires Index](#). [According to Forbes](#), Trump was worth \$6 billion as of Friday, around the same level Forbes estimated Trump was worth in December.

Trump launched the namesake meme coin on Jan. 17. Meme coins, typically based on internet memes, tend to have no economic use.

Though [\\$TRUMP](#) has [drawn some backlash](#) from crypto-industry participants, it jumped over 1,000% in two days to as high as \$75.35 on Jan. 19, according to data from CoinMarketCap. However, it lost almost half its value after first lady Melania Trump also launched a namesake meme coin on Jan. 19.

[\\$Melania](#) traded at about \$2.6 on Friday, down from around \$8.10 at launch and from its peak of \$13.05 on Monday. Its market capitalization stood at around \$445 million early Friday.

While some reports said that Trump had added tens of billions of dollars to his fortune through the meme coin issuance, "those numbers are based on theoretical prices for crypto assets that Trump cannot sell right now, which is why Forbes values them at zero, in keeping with our methodology of generally excluding unsellable assets from net worth tallies," Forbes's Dan Alexander, a journalist who has extensively covered Trump's business interests for years, [wrote](#).

Representatives at Forbes did not respond to a request seeking comment for this article.

The recent launch of Trump's meme coin, along with the token sales of crypto project World Liberty Financial, which is linked to Trump and his family, could add billions to Trump's net worth based on their market capitalizations in January, according to the Bloomberg Billionaires Index's website. However, "these are not included in his net worth calculation because their speculative nature, volatility and lock-ups make it difficult to determine their value," Bloomberg wrote.

A spokesperson at Bloomberg [pointed to](#) the organization's methodology on its website of calculating Trump's net worth without providing additional comment.

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Eighty percent of the \$TRUMP token's maximum supply will eventually be owned by

Fight Fight Fight and CIC Digital, an affiliate of the Trump Organization, according to the token's website.

The tokens allocated to the Trump Organization affiliates are subject to an unlocking schedule of up to three years, during which the Trump Organization will gradually receive its share of the token supply, noted the website.

As a result, by the time the Trump Organization can sell the tokens, \$Trump's value might be different than it is now. Cryptocurrencies tend to be highly volatile, with the trading of meme coins often more volatile than larger cryptocurrencies such as bitcoin

↓ **BTCUSD -0.59%**

The rollout of the Trump meme coin followed the launch of World Liberty Financial in September last year. It's unclear what the project intends to do, other than what is vaguely described in its gold paper — its alternative version of a white paper, to "offer users with information about and access to certain third-party DeFi (decentralized finance) applications." Decentralized finance is an umbrella term to describe peer-to-peer financial services built on blockchains.

As of Jan. 19, World Liberty Financial said it [has completed](#) its initial sale of 20 billion of the so-called WLFI token, or 20% of its intended maximum supply. The sales of such tokens, priced at \$0.015 each, could have brought in \$300 million for the project. The project then said it would extend its sales by another 5 billion tokens, this time priced at \$0.05, according to its post on X and its website. As of Friday, the project has sold another 2.7 billion of the token.

Forbes estimated that a total of \$88 million of the token sales went into Trump's company, based on the project's distribution model.

The first \$30 million of World Liberty Financial's revenue is reserved for funding the project's operation, while 75% of the rest goes to a Trump company, and 25% is split between several entities, including an entity affiliated with Steve Witkoff, Trump's incoming special envoy to the Middle East.

The WLFI token serves as World Liberty Financial's governance token, while buyers cannot sell or transfer the tokens.

Representatives at the Trump Organization and the White House did not respond to requests seeking comment.

About the Author



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Frances Yue covers the cryptocurrency market for MarketWatch.