

WORLD LIBERTY FINANCIAL

THE “FEDERAL RESERVE” FOR CRYPTO?

By MATTHEW JESSUP AND JOHN SARSON, SARSON FUNDS, INC.

Executive Summary: World Liberty Financial (WLFI) is emerging as a potential "Federal Reserve for Crypto" with its structure and operations closely mirroring those of the Federal Reserve. WLFI's strategic positioning, the influential team behind the project, and a focus on establishing governance and stability to markets, suggests something significant is taking place that could shape the future of crypto markets and the US economy.

Imagine a financial institution with the authority of the U.S. Federal Reserve (FED), specifically designed for the rapidly changing realm of cryptocurrency. World Liberty Financial (WLFI) could be just that entity. WLFI isn't just another crypto venture, it's a calculated attempt by the President, and a group of his most trusted advisors, to bring order and stability to cryptocurrency markets. With a structure and mission reminiscent of traditional finance's Federal Reserve Bank, WLFI may be the most important cryptocurrency project to launch since Ethereum.

While the world was busily focused on geopolitical tensions and on “on again, off again” tariff debates, a select group from Trump's inner circle quietly birthed World Liberty Financial, a Delaware-registered, **non-stock, token-based** corporation.



Launched by the Trump family and his closest advisors, World Liberty Finance (WLFI), raised \$590mm in token sales on the Ethereum blockchain, making it instantly one of the largest companies in Decentralized Finance.

Issuing a total supply of 25 billion tokens, WLFI sold large blocks of tokens to Trump and other strategic insiders at undisclosed prices in December before launching and successfully completing two public token presales.

\$WLFI TOKEN OFFERING

The final private sale of \$WLFI tokens concluded on March 15th, 2025. As speculation swirled around pro-crypto executive orders and a proposed U.S. Strategic Bitcoin Reserve, WLFI's team completed its third and final token presale with understated efficiency, and eerily little media coverage.

\$WLFI tokens were sold on the Ethereum blockchain with WLFI accepting payments in ETH, USDC, USDT, and wBTC. It is noteworthy that options for purchasing pre-sale tokens with credit cards, ACH or bank wires *were not offered*. This sale was being made by crypto people, to crypto people - and it was well received.

Despite buyers being warned that \$WLFI tokens would “only” offer platform voting rights (no revenue sharing) and that sales or transfers of purchased tokens would be restricted for 12 months, it did little to slow investor appetite. In all, over 85 thousand unique investors completed the necessary accreditation and AML screening required to purchase the token online.

The company raised an impressive \$590mm from token sales, ranking \$WLFI as the 8th largest token pre-sale ever. (Not bad for something few traditional investors heard about.) This gives the WLFI a formidable balance sheet with which to establish operations, and \$WLFI’s first day market cap of \$1.25B positions it as the 11th largest project in DeFi globally.

BARRON, THE “DEFI VISIONARY”

WLFI blends a roster of seasoned experts, making it a coalition of vision and experience. Donald Trump, the “Chief Crypto Advocate,” holds a hefty token stake and touts WLFI as a pillar of his pro-crypto agenda. His son Barron, the “DeFi Visionary,” crafted its tokenomics, while Donald Jr. and Eric, as “Web3 Ambassadors,” pitch it to institutional heavyweights. Yet the team’s strength extends further. Co-founder Steven Witkoff, U.S. Special Envoy to the Middle East, lends geopolitical clout from his work on Russia-Ukraine peace talks, positioning WLFI for global reach. Rich Teo, co-founder of Paxos, drives the stablecoin effort with regulatory and technical know-how, underpinning the launch of \$USD1—announced here—on Ethereum and Binance Smart Chain, backed by BitGo’s custodial expertise.

This isn’t the typical Trump-branded splash. A social post from @worldlibertyfi X account reads:

“...WLFI is a DeFi project with a tremendous **mission to build and democratize a new financial system for the benefit of millions**. It’s as simple as that.

We are proud to partner with many of the leading protocols and organizations advancing the blockchain industry... (emphasis added)

For more details on the WLFI team and advisors, visit the World Liberty Financial token sale website and navigate to the bottom of the page.

ECHOS OF THE FEDERAL RESERVE

Since 1913, the Federal Reserve has anchored U.S. banking, smoothing economic highs and lows. Today, a new frontier—blockchain-based businesses—operate beyond traditional systems. Its “Gold Paper” lays out a DeFi vision with striking parallels to the Fed’s playbook.

WLFI’s governance token lets holders shape policies, akin to the Fed’s Open Market Committee. It’s built to offer liquidity—like the Fed’s discount window—while enabling crypto lending and borrowing,

potentially tied to the U.S. Strategic Digital Asset Stockpile.

LINKS TO THE US TREASURY

Following a March 7th, 2025 Executive Order, the U.S. Treasury has moved toward establishing a US Strategic Bitcoin Reserve and a US Strategic Digital Asset Stockpile, leveraging the government’s \$17 billion in seized crypto

assets, including Bitcoin and Ethereum as its first holdings. Donald Trump, in a March 2nd 2025 Truth Social post, specified that the reserve would incorporate Bitcoin, Ethereum, Cardano, XRP, and

A FEDERAL RESERVE FOR CRYPTO?

NOTEWORTHY SIMILARITIES EXIST BETWEEN WLFI AND THE FEDERAL RESERVE

FED:

LEVERAGES THE US TREASURY IN ORDER TO:


1. Sets interest rates to influence borrowing and spending, moderating economic cycles.
2. Acts as a lender of last resort, providing emergency liquidity to banks during crises.
3. Enforces regulatory standards, such as capital requirements, to mitigate systemic risks.
4. Conducts open market operations—buying or selling Treasuries —to control the money supply and moderated volatility.

WLFI:

MAY LEVERAGE THE US DIGITAL ASSET STOCKPILE TO:

1. Sets interest rates for lending to blockchain-based financial firms (DeFi)
2. Acts as a lender of last resort, providing emergency liquidity to banks during crises.
3. Establishes and transparent governance processes and regulatory standards.
4. Conducts open market operations —buying or selling key tokens —to control the money supply and moderate volatility.

UNITED STATES DIGITAL ASSET STOCKPILE



SARSON FUNDS, INC | INDIANAPOLIS, IN | PALM BEACH, FL | WWW.SARSONFUNDS.COM

Source: Truth Social, @realDonaldTrump. Specific assets are unconfirmed and subject to change.

Solana, to support the crypto industry and counter market volatility.

COORDINATING WITH A U.S. CRYPTO STOCKPILE

Following in the example of the FED, WLFI could partner with the U.S. Treasury, to act as a manager for its current \$17B in digital asset holdings. It would be well positioned to leverage this reserve to intervene in markets, providing stability during market crises, like the 2022 FTX collapse, by buying distressed assets or offering low-cost loans. It might also manage DeFi interest rates—raising them to cool speculative bubbles (think NFT crazes) or lowering them to buoy downturns—fostering sustainable growth.

A STABILIZING FORCE FOR BLOCKCHAIN MARKETS

World Liberty Financial (WLFI) isn't just mimicking the Federal Reserve—it's adapting its principles for the digital age. Traditional banking relies on the Fed's four pillars: (1) setting interest rates to guide economic activity; (2) acting as a lender of last resort; (3) enforcing regulations to curb risks; and (4) managing the money supply through open market purchases. WLFI could mirror these for crypto markets, offering a lifeline to blockchain-based economies which operate outside of conventional systems.

In a DeFi landscape, WLFI steps in during a crisis—like the 2022 FTX meltdown—using the balance sheet of the US treasury, to buy distressed assets or provide low-interest loans to steady firms. It could set borrowing rates for crypto lending platforms, to temper speculative frenzies and ease downturns by encouraging borrowing and spurring growth. By working with regulators, WLFI might also establish transparent standards, boosting confidence and protecting investors in this fast-moving space.

Its platform already mirrors the Fed in practical ways. Users can earn yields on crypto deposits and borrow against digital assets, much like the Fed's discount window supports banks. WLFI's tokenized governance model—where \$WLFI holders vote on policies—echoes the Fed's decision-making

structure, positioning it as both a liquidity hub and a quasi-regulatory player.

WLFI's potential partnership with this adaptable reserve could enable it to deploy assets during market turbulence, to restore stability, much like the Fed uses Treasuries in traditional markets. The reserve's potential size and foundational holdings positions WLFI to play a pivotal role in managing crypto fluctuations, supporting the Trump administration's goal of U.S. dominance in digital finance.

THE \$WLFI TOKEN: A GOVERNANCE POWERHOUSE

\$WLFI is non-transferable for 12 months, locking holders into a long-term vision rather than short-term speculation. This design, detailed on its [token sale page](#), underscores WLFI's focus on governance over trading, potentially easing regulatory scrutiny.

This token isn't just a financial asset—it's a seat at the table. Holders shape WLFI's policies, from lending rates to liquidity strategies, creating a decentralized yet structured framework. It's a bold move that could set a precedent for how crypto platforms balance innovation with stability.

WHO'S EYEING WLFI TOKENS?

The exclusivity and potential of \$WLFI are drawing attention from diverse corners. Here's who might be interested:

- **Institutional Investors:** Hedge funds and venture capitalists see WLFI as a strategic play in crypto's future, offering governance influence over a platform that could shape market norms.
- **Crypto Exchanges and DeFi Platforms:** Major players might seek tokens to steer policies affecting their operations, ensuring a voice in stability measures.
- **High-Net-Worth Individuals:** Wealthy investors with a crypto bent view WLFI as a unique chance to join a project with big implications.
- **Traditional Finance Leaders:** Bankers and executives bridging to digital assets could use WLFI to gain insights and influence in this evolving space.

WLFI’s team includes a diverse group of experts, including the Trump family, adding a layer of political and financial heft. However, it’s the team’s collective expertise—from Steven Witkoff’s geopolitical insights to Rich Teo’s stablecoin credentials—that enhances WLFI’s appeal.

BROADENING INTEREST IN WLFI

The \$WLFI token’s unique governance role and locked-in structure are piquing curiosity beyond the usual suspects. Tech giants and fintech firms exploring blockchain might see it as a strategic asset, offering a say in a potential “central bank” for crypto. Policy experts and think tanks could view it as a window into crypto’s regulatory future, while traditional finance executives might use it to bridge old and new markets. The appeal lies in influence, insight, and network effects, where early movers could gain a competitive edge as WLFI’s authority grows.

Why the buzz? Governance rights offer a rare chance to shape a platform that might redefine crypto stability. Participation could yield valuable intel on digital finance trends, critical for strategic planning across industries. As high-profile players join (such as \$TRON’s Justin Sun), WLFI’s influence could snowball, enhancing its value. Plus, its regulatory-friendly design—non-transferable tokens and accredited investor checks—aligns with a compliant crypto vision, making it a compelling option for those eyeing the long game.

INVESTMENT OPPORTUNITIES

WLFI isn’t just a concept, it’s already putting capital to work and moving markets. As of March 25, 2025, analysts at Sarson Funds tracked its “Macro” portfolio via on-chain activity, revealing significant crypto holdings.

With accounts at Coinbase, Binance, and likely other exchanges, the full scope of WLFI’s token investments remains partly obscured. This isn’t a passive player; WLFI is investing heavily in digital assets, signaling confidence in their future.

For investors, this opens doors. WLFI’s blend of stability and innovation—backed by the Trump administration’s pro-crypto stance—positions it as a potential linchpin in the U.S.’s digital finance strategy. Its ties to the proposed U.S. Digital Asset Stockpile could amplify its reach, possibly offering a hedge against volatility and a stake in crypto’s mainstream rise. Whether diversifying a portfolio or seeking exposure to DeFi’s next wave, WLFI’s moves merit attention.

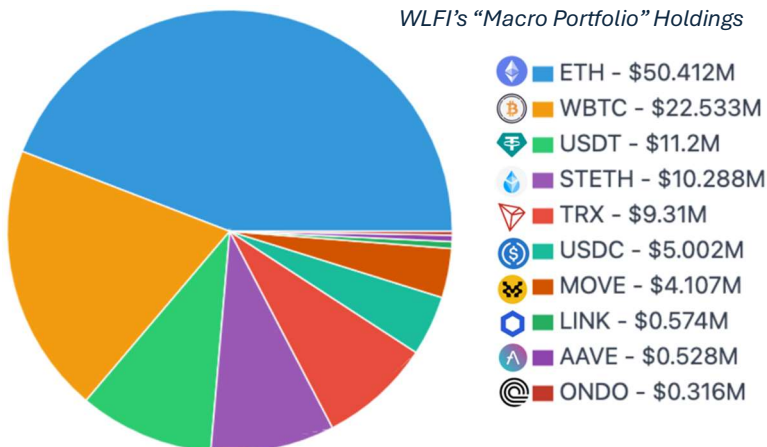
THE ROAD AHEAD

WLFI’s team is strategically positioned to cement U.S. leadership in the crypto space. With a diverse group of experts, with ample financial market experience, global perspective and crypto industry expertise, WLFI aims to blend crypto’s promise with financial discipline and institutional participation. This collective effort is not just about individual contributions but about creating a robust and innovative blockchain-based financial system.

The next few years will be crucial. WLFI’s ability to stabilize crypto markets while fostering innovation could mirror the Federal Reserve’s role in traditional finance. The launch of the \$USD1 stablecoin on Ethereum and Binance Smart Chain, [backed by BitGo](#), is a promising start. The highly successful \$WLFI token sale underscores market confidence in this vision.

Visit us at [SarsonFunds.com](https://www.sarsonfunds.com) for more crypto insights and to connect with our investment team. Email us at info@sarsonfunds.com. Accredited Investors Only.

WLFI’s “Macro Portfolio” Holdings



Disclosures: This document is for informational purposes only and should not be considered financial, legal, tax, or investment advice. It provides general information on cryptocurrency without accounting for individual circumstances. Sarson Funds, Inc., does not offer legal, tax, or accounting advice. Readers should consult qualified professionals before making any financial decisions. Cryptocurrency investments are volatile and carry significant risk, including potential loss of principal. Past performance is not indicative of future results. The views expressed are those of the author and do not necessarily reflect those of Sarson Funds, Inc. By using this information, you agree that Sarson Funds, Inc., is not liable for any losses or damages resulting from its use.