

# Global Fintech Insider Unveils Top 40 Celebrity Fintech Investors

MONTREAL, CANADA, February 19, 2025 /EINPresswire.com/ -- Global Fintech Insider released today its inaugural ranking of the [Top 40 Celebrity Fintech Investors](#). From legendary NBA stars and Hollywood icons to viral TikTok creators, the ranking reveals how celebrities are moving beyond traditional endorsements to invest their own capital.

The ranking also reveals that while many celebrities are happy to follow the lead of professional investors in venture rounds, a growing number of them are capitalizing on their celebrity

status to lead rounds and even run their own venture capital firms. "As the fintech market becomes increasingly crowded, fintech companies are increasingly chasing deals with celebrities, as this is the only type of capital that comes with built-in attention," said Julien Brault, founder and editor-in-chief of Global Fintech Insider.

While professional athletes and actors dominate the ranking, much younger TikTok and YouTube stars are also betting on fintech companies. "The pandemic has not only created a new generation of consumers interested in cryptocurrencies and stocks, but it has also created the right conditions for a new breed of social media native celebrities to venture into fintech," explained Julien Brault.

Key insights from the ranking include:

- 72.5% of the top celebrity fintech investors hail from the United States
- Professional athletes make up 40% of the list, followed by actors and TV personalities (25%), social media creators (15%) and musicians (15%)
- Celebrities in the ranking have an average of 73 million social media followers, ranging from



Michael Jordan (19), Ashton Kutcher (16) and Serena Williams (17) are among the celebrity investors who launched their own venture funds.

562 million for the top position to 3.9 million for the 40th

- Many celebs in the ranking are running their own investment vehicles, including Serena Williams (Serena Ventures), Ashton Kutcher (A-Grade Investments), Michael Jordan (Courtside Ventures) and The Chainsmokers (Mantis VC)

Global Fintech Insider's Top 40 Celebrity Fintech Investors:

Jimmy "MrBeast" Donaldson

Will Smith

Aubrey "Drake" Graham

Charli D'Amelio

Calvin "Snoop Dogg" Broadus Jr.

Shawn Mendes

Gal Gadot

Ryan Reynolds

Robert Downey Jr.

Leonardo DiCaprio

Stephen Curry

Paris Hilton

Bryce Hall

Kevin Durant

Alex Pall & Drew Taggart (The Chainsmokers)

Ashton Kutcher

Serena Williams

Josh Richards

Michael Jordan

Shawn "Jay-Z" Carter

Tony Robbins

Maria Sharapova

Odell Beckham Jr.

Chris Paul

Jared Leto

Klay Thompson

Carmelo Anthony

Mark Cuban

Nasir "Nas" Jones

Griffin Johnson

Ankur Warikoo

Orlando Bloom

Alex Rodriguez

Andy Murray

Kevin O'Leary

Venus Williams  
Andre Iguodala  
Keisuke Honda  
Saquon Barkley  
Larry Fitzgerald

To read detailed profiles on each celebrity investor, visit:

<https://www.globalfintechinsider.com/p/top-celebrity-fintech-investors>

Methodology: The list was compiled through extensive research of press coverage and proprietary deal databases. To qualify, celebrities must have invested in at least two fintech companies and demonstrated a track record in the sector. Qualified celebrities were then ranked based on their total social media following.

#### About Global Fintech Insider

Global Fintech Insider is a fintech-focused media company dedicated to delivering cutting-edge fintech stories to a global audience of bank executives, fintech entrepreneurs, and investors. Known for its eponymous weekly newsletter, GFI strives to uncover the trends that shape the future of finance.

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