# Wunder.Social secures $50 million funding to revolutionise social media



A London-based blockchain startup, Wunder.Social, has successfully secured $50 million in funding aimed at transforming the landscape of social media. The announcement was made on Wednesday and reported by CoinDesk, with the funding round led by Rollman Management.

Wunder.Social is positioning itself as a pioneer in integrating blockchain technology into social media platforms. The primary objective is to authenticate users on the platform, effectively reducing the prevalence of bots that have become an increasing concern on traditional social media. In addition to user verification, the platform has committed to redistributing advertising revenue back to its users, enabling them to support causes that are meaningful to them.

As part of its growth strategy, Wunder.Social is also set to initiate a token offering later this month. The startup has encouraged potential users to register on its website to stay informed about this offering.

Further bolstering its leadership team, Wunder.Social has announced that Ryan Martin, the former head of marketing at TikTok, has taken on the role of chief marketing officer. This recruitment is expected to enhance the company’s marketing efforts as it seeks to establish itself in a competitive market.

The reported funding and strategic hires reflect Wunder.Social's ambitions to innovate within the social media space and establish a more user-focused platform leveraging blockchain technology.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.coindesk.com/business/2025/04/09/wunder-social-raises-usd50m-ahead-of-token-offer-to-build-bot-free-social-media> - Corroborates Wunder.Social's $50 million funding round for developing a bot-free social media platform using blockchain technology, led by Rollman Management.
* <https://www.thestreet.com/crypto/innovation/british-startup-wunder-social-raises-50m-to-power-social-media-with-blockchain> - Supports the funding announcement and highlights Wunder.Social's goal to disrupt the social media industry by employing blockchain technology.
* <https://www.panewslab.com/en/sqarticledetails/x9v3zz2z.html> - Confirms Wunder.Social's $50 million financing round and its plan to launch a token sale while integrating blockchain for user verification.
* <https://www.coindesk.com/business/2025/04/09/wunder-social-raises-usd50m-ahead-of-token-offer-to-build-bot-free-social-media> - Provides further details on Wunder.Social's strategy to share advertising revenue with users, allowing them to support various causes.
* <https://www.thestreet.com/crypto/innovation/british-startup-wunder-social-raises-50m-to-power-social-media-with-blockchain> - Mentions Ryan Martin joining Wunder.Social as the chief marketing officer, enhancing the company's marketing capabilities.