

Rolli Secures Investment from NYU's Impact Investment Fund (NIIF) to Support Fact-Based Journalism

Rolli becomes the first media company backed by NYU Impact Investment Fund, advancing AI tools for newsrooms across the country.

SANTA MONICA, CA, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- [Rolli](#), the journalist-owned AI-powered Newsroom as a Service® platform, is proud to announce it has received a strategic investment from the [NYU Impact Investment Fund](#) (NIIF), housed at ImpactAssets. The milestone marks NIIF's first-ever investment in a media company and reinforces Rolli's mission to equip journalists with trusted tools and resources that promote accurate and sustainable journalism.



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Nick Toso, CEO and Founder of Rolli

NIIF is the first-of-its-kind student-operated impact investment fund built on a unique cross-school collaboration between NYU's Stern School of Business, NYU's Wagner Graduate School of Public Service, and NYU Abu Dhabi.

The fund selected Rolli after evaluating more than 100 startups, ultimately recognizing Rolli's innovative approach to revitalizing journalism in the age of AI.

“Rolli was founded to provide journalists with the tools they need to meet today's reporting challenges and opportunities,” said Nick Toso, CEO and Founder of Rolli. “We're honored to receive this vote of confidence from a fund that is training the next generation of values-driven investors.”

The investment was driven by NIIF's Culture, Media, and Democracy team, whose thesis centers

on the vital role a thriving media landscape plays in upholding democratic values. Rolli was selected following a competitive, multi-stage process that included extensive sourcing, in-depth due diligence, and rigorous evaluation by both student analysts and a panel of seasoned investment professionals.



“Rolli represents the kind of bold, mission-driven innovation we hope to elevate through NIIF,” said Professor Andrea Armeni of NYU’s Robert F. Wagner Graduate School of Public Service, who oversees the program. “This investment is a milestone, not just because it’s our first in media, but because it supports a company using AI to strengthen journalism and public trust in the media, at a time when both are under pressure.”

Rolli’s expanding network of supporters includes the [Glen Nelson Center at American Public Media Group](#), the Roddenberry Foundation, and the International Center for Journalists, along with strategic partnerships across a range of mission-aligned organizations.

With NIIF’s support, Rolli will scale its impact across local and international newsrooms, bolstering fact-based journalism and reliable sourcing when it’s needed most.

To explore Rolli’s tools or claim a free journalist pass, visit rolli.ai.

About Rolli

Rolli is an AI-powered platform that connects journalists with verified experts, real-time data, and trusted resources. By streamlining access to credible information, Rolli enables reporters to work faster and produce more accurate, impactful journalism in today’s fast-paced media landscape. Learn more at rolli.ai.

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