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From the Boston Business Journal:

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Education

Private school in former Bose HQ to open this fall, incorporate AI



Masters Academy International, Based in Stow, Massachusetts, is New England's first and only academy combining elite sports and top-tier academics to prepare leaders ready for the future – excelling in sport, school, and life. - Photo By: KEITH NORDSTROM

KEITH NORDSTROM



By [Maya Shavit](#) – Projects Reporter, Boston Business Journal
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Story Highlights

- Masters Academy International opens in September 2026 on the former Bose headquarters property.
- The school will enroll 250 high school and postgraduate students plus 50 middle schoolers.
- Students will train across nine sports while using AI chatbots for personalized academic learning.

A new boarding school on the property of the former Bose Corp. headquarters is keeping its tech legacy in its goal to train elite student athletes.

Masters Academy International, [a new school for student-athletes in Stow](#), plans to teach top student athletes through programming fused with technology, according to its head of school.

“AI has changed almost everything except what makes us human, so we’re embracing AI because every profession our students enter will use it,” said Andy Williams, head of school.

MAI is scheduled to open in September 2026, following an \$83 million renovation of the 82-acre property. The first school year will enroll 250 high school and postgraduate students, and 50 middle schoolers, according to school officials. The school will train athletes across nine sports: baseball, basketball, fencing, figure skating, golf, hockey, soccer, lacrosse and e-gaming.

Peter and Chris Masters, the brothers who co-founded the school, paid \$2.3 million for the property in 2024 after 10 years of program development and a capital infusion from Cognita, a private equity-backed, London-based global schools group.



Masters Academy International, Based in Stow, Massachusetts, is New England's first and only academy combining elite sports and top-tier academics to prepare leaders ready for the future – excelling in sport, school, and life. - Photo By: KEITH NORDSTROM

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The Masters brothers previously told the Business Journal that the former Bose site in Stow was the perfect location to build a private school for athletes from around the world. The Bose legacy will remain on campus physically, through rooms that will display inspirational quotes from founder Amar Bose and other company leaders. The tech giant [moved to Framingham](#) in early 2021 after being at the Stowe property since 2003.

MAI maintains a split-day model for students, with one half of the school day for academics and the other for sports training. The model was pioneered by IMG Academy in Florida, whose former head of school will be MAI's CEO. IMG Academy [was sold to a private equity group in a \\$1.25 billion deal in 2023](#).

Across academics and sports, technology will be a significant part of the school day for the young athletes.

Students will learn directly with AI in some courses, said Williams. Across grades, students will be interfacing with Flint AI chatbots that are adapted for personalized learning. Unlike a ChatGPT or Copilot, Flint encourages students to come up with their own answers through prompting and brainstorming with the AI, according to Williams.

Not every class will use AI to ensure students are still developing transferable skills, like grit and teamwork, Williams said. MAI's framework was designed to incorporate AI in learning while continually questioning rapidly changing technology.

"Using it on a continuum is not seeing [AI] as a calculator, but seeing it as an instructional coach who can help you discover and unpack something you are trying to grapple with as a learner," Williams said.

Tech on and off the field

Athletes will also be monitored using sophisticated technology while training. An indoor training track equipped with video will analyze students' technique, gait and more.

"Some of [this technology] has been in the works for many years," Williams said.

Technology has also been pivotal for recruitment as the school gears up for its first academic year, said Williams. A reinforced loop of social media and digital word of mouth has encouraged students from across the globe to reach out to MAI

about joining, he said. Approximately 10% to 12% of students are joining the school from outside the United States.

“It was a place that was grounded in forward-thinking innovation and creativity, so maybe we’re continuing that legacy as a school,” Williams said.

T H E L I S T

Largest Private Schools in Massachusetts

Total student enrollment for 2024-2025 school year

Rank	Prior Rank	School/Prior rank (*unranked in 2024)/
1	1	St. John's Prep
2	2	Boston College High School
3	3	Central Catholic High School
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