RP Energy Launches to Help Navigate the Growing Intersection of AI, Data Centers and Energy Markets

New advisory and analytics firm helps data center developers, utilities, power producers and investors navigate power access, procurement, market strategy and infrastructure investment

BOULDER, Colo., Sept. 29, 2026 - Hans Royal and John Powers today announced the launch of Royal Powers Energy, Inc. (RP Energy), a new energy advisory and analytics firm focused on the intersection of artificial intelligence, data centers and energy markets. The firm will help data center developers and operators, utilities, power producers, investors and other large energy users evaluate power access, procurement, market strategy and infrastructure investment. Royal serves as Co-Founder and President, and Powers as Co-Founder and Chief Executive Officer.

AI is creating a major new source of electricity demand, while access to power and the infrastructure required to deliver it increasingly determine where, and how quickly, data centers can be developed. Those constraints are reshaping infrastructure investment, power procurement and the rules governing how large electricity users connect to and interact with the grid.

RP Energy combines strategic advisory and risk analytics with proprietary research designed to bring greater transparency and analytical rigor to these decisions. Its work is anchored by the Compute Heat Rate (CHR), an analytical framework created by Royal that translates AI workload economics into an electricity-price threshold expressed in dollars per megawatt-hour. CHR relates the economic value of compute to the electricity required to produce it, accounting for non-electricity costs and required return.

“The race for speed to power is an economic question,” said Powers. “AI compute can create a great deal of value from a megawatt-hour of electricity, and access to electricity is now the constraint. Once you can quantify that relationship, you can ask better questions about what to build, how to contract for power, when flexibility makes sense and who ultimately captures the value.”

Quantifying the economics of AI power demand

Royal’s CHR research has been cited by PJM Interconnection in its market-design white paper, Powering Reliability Through Market Design [1], and by The Brattle Group in Solutions for Timely Interconnection of Large Loads: Enabling Non-Firm Transmission Service [2], a September 2026 report commissioned by Google. The framework is also being applied in regulatory proceedings and cited in numerous third-party industry and academic papers.

The average wholesale electricity price in the U.S. in 2026 is between $40 and $50/MWh, according to the Energy Information Administration. The Q3 2026 Compute Heat Rate Index calculates that an average new AI data center could tolerate prices of $5,630/MWh and still decide to build, more than 100 times the wholesale benchmark.

“We built RP Energy to connect the research to decisions about capital, infrastructure and contracts,” said Royal. “A developer evaluating faster access to power, a utility considering a large-load tariff and an investor assessing an exposed asset are looking at different sides of the same economic change. Our role is to make that change measurable and help them act on it.”

Experienced leadership

John Powers, Co-Founder and Chief Executive Officer, brings 23 years of energy-industry executive leadership. He helped lead Renewable Choice Energy through its acquisition by Schneider Electric in 2017 and subsequently served as Vice President of Global Renewable Energy and Carbon Advisory, leading a global team that advised on approximately 25 gigawatts of corporate power purchase agreements (roughly 10% of all deals signed to date) and more than $2.5 billion in tax-credit transfers.

Hans Royal, Co-Founder and President, is the creator of the Compute Heat Rate and has spent nearly two decades building businesses across corporate renewable energy, supply-chain decarbonization and tax-credit investing. His work has encompassed hundreds of transactions and thousands of megawatts of clean energy projects worldwide.

About Royal Powers Energy, Inc.

Royal Powers Energy, Inc. (RP Energy) is an energy advisory and analytics firm providing proprietary research, risk analytics and strategic advisory at the intersection of AI, data centers and energy markets. The firm's work supports decisions by utilities, power producers, data-center developers and operators, large energy users, investors, lenders and policymakers. Learn more at RPEnergyInc.com.

About the Compute Heat Rate

Created by Hans Royal, the Compute Heat Rate provides a common analytical framework for understanding AI-driven electricity-price tolerance. The foundational Royal (2026) research paper, quarterly Index and methodology are available through ComputeHeatRate.com.

References

[1] PJM Interconnection, Powering Reliability Through Market Design, May 6, 2026. PJM source

[2] The Brattle Group, Solutions for Timely Interconnection of Large Loads: Enabling Non-Firm Transmission Service, prepared for Google, September 2026. Brattle source

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