

Techspontential is a market research and advisory firm focused on bringing insights and strategic clarity to vendors, carriers, retailers, and investors across the consumer device landscape.

Founder, Lead Analyst



Avi Greengart is the founder and lead analyst at Techspontential. Avi is one of the most sought-after consumer technology analysts, having led market research teams at GlobalData, Current Analysis, and JupiterResearch. He has also sat on the other side of the table, having been a product manager at Intel and a marketing manager for Flash Creative Management.

As an analyst, Avi has had privileged access to the people and technologies that drive the industry, including early hands-on access to every significant device and seats at major product launches. Avi is a frequent speaker and event moderator and maintains deep press relationships; he is quoted regularly by the media.

Coverage

Smartphones & Mobile Computing	AI & Consumer IoT	Augmented & Virtual Reality
Market Stage: Mature	Market Stage: Emerging	Market Stage: Emerging
PRODUCTS Smartphones, tablets, eReaders, laptops, ultraportables	PRODUCTS AI agents, connected lighting, connected power/utility management, home automation, home HVAC control, home security, smart appliances, smart doorbells, smart locks, smart speakers, smart TVs, streaming cameras, streaming media devices	PRODUCTS AR glasses, mobile AR, VR headsets
COMPANIES Acer, Amazon, Apple, Asus, Coolpad, Dell, Google, HMD/Nokia, HP, Huawei, Intel, Kyocera, Lenovo/Motorola, LG, MediaTek, Microsoft, Nubio, Nvidia, OnePlus, OPPO, Palm, Punkt, Qualcomm, Samsung, Sony, TCL/Alcatel/BlackBerry, Vivo, Xiaomi, ZTE	COMPANIES Amazon, Apple, Assa Abloy, August, Baidu, Bose, Chamberlain, Comcast Xfinity, Denon, Dish, Dolby, DTS, Ecobee, Google, HiSense, Honeywell Home, IKEA, Insteon, LG, Logitech, Lutron, Microsoft, Netgear, Nvidia, Roku, Samsung, Signify (Philips Hue), Sonos, Sony, TCL, TiVo, Xiaomi	COMPANIES Acer, Apple, Asus, Bose, Dell, Facebook/Oculus, Google, HP, HTC/Vive, Intel, Kopin, Lenovo, LetinAR, Magic Leap, Microsoft, North, Nreal, PTC, Qualcomm, Samsung, Snap, Sony, StarVR, Trimble, Varjo, Vuforia, Vuzix

Device coverage is global and includes key vendors/markets in Asia, Europe, and the Americas, but Lead Analyst Avi Greengart also has special expertise understanding the unique U.S. carrier, retail, and regulatory environment.

Services

Techspontential provides both syndicated and fully custom research options.

Typical packages include:

- Access to all published deliverables
- Custom recommendations
- Unlimited analyst inquiry
- Regularly scheduled analyst sessions to discuss the impact of trade/vendor/OS events, product launches, or industry trends on your business

Client engagements may also include:

- Investment sanity checks
- Message testing
- Scenario-based forecasting
- Internal product reviews
- White papers
- Blog posts
- Event speaker/moderator
- Consumer surveys

Go-to-Market strategic reviews

Techspontential combines insights into technology adoption patterns, trend analysis, and study of the user experience to help companies make better strategic, product management, and go-to-market decisions.

Before launching a tech product, let Techspontential assess the market, prepare your staff and agency resources for roadblocks, and hone positioning and messaging for the press before your message is mangled or hijacked. We have deep relationships with the press and we've had a ringside seat at every major consumer tech launch in the past two decades.

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