# Plugilo Inc: A Rising Force in Global E-commerce Solutions

Plugilo Inc, a subsidiary of [DCI Database for Commerce and Industry AG](https://www.dci.de), is rapidly emerging as a significant player in the global e-commerce landscape. Founded by Michael Mohr, a visionary in digital transformation and artificial intelligence, Plugilo is headquartered in Tampa Bay, Florida. The company is strategically positioned to leverage the burgeoning U.S. market, offering innovative solutions that enhance e-commerce capabilities for both B2B and B2C sectors.

Under the leadership of Erik Sewell, Plugilo is set to expand its footprint in the U.S. market. Sewell, who brings extensive experience from his previous roles at ASR Group and Osceola Capital Management, is tasked with driving the company's strategic initiatives and scaling its operations. His appointment marks a pivotal phase in Plugilo's growth trajectory, as the company aims to capture a significant share of the global e-commerce market.

Plugilo's unique value proposition lies in its innovative card and stack format, which provides users with enhanced control and visibility over products and content. This cross-device application is designed to seamlessly integrate with various platforms, offering comprehensive e-commerce solutions that cater to a diverse range of clients. As Plugilo continues to expand, it is poised to become a leader in product and content data technology, targeting a substantial portion of the world's e-commerce market.

For more information about Plugilo and its offerings, visit [Plugilo's official website](http://www.plugilo.com).

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## Introduction to Plugilo Inc and its Expansion

### Company Overview

Plugilo Inc, a subsidiary of DCI Database for Commerce and Industry AG, is an innovative company specializing in enhancing global eCommerce market solutions for both B2B (Business to Business) and B2C (Business to Consumers) end customers. The company is known for its unique card and stack format that provides users with greater control and visibility over products and content. This format is integrated into their web and mobile applications, allowing users to save, share, and utilize product information across any website, thus offering comprehensive eCommerce solutions for shops and publishers. ([EQS News](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707))

### Strategic Expansion in the US Market

Plugilo Inc has recently announced its strategic expansion into the US market, with its headquarters established in Tampa Bay, Florida. This expansion is spearheaded by Erik Sewell, who has been appointed to lead the company's operations in the United States. Sewell brings extensive experience in digital media, e-commerce, and business scaling, having previously held key positions at ASR Group and Osceola Capital Management. His role is pivotal in establishing Plugilo's presence and advancing its strategic initiatives in this key market. ([Markets Insider](https://markets.businessinsider.com/news/stocks/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa-1033837434))

### Leadership and Vision

Erik Sewell, the newly appointed head of Plugilo Inc, is tasked with driving the company's expansion and establishing its footprint in the competitive US e-commerce landscape. Sewell's background includes developing new technologies and AI products, managing major accounts, and overseeing corporate and financial operations. His leadership is expected to leverage Plugilo's innovative solutions to capture a significant share of the US e-commerce market. Sewell's vision aligns with Plugilo's aim to become a global leader in product and content data technology, targeting 80% of the world's e-commerce market. ([IT Daily](https://www.it-daily.net/en/shortnews-en/plugilo-appoints-erik-sewell-as-head-of-plugilo-inc))

### Technological Innovations

Plugilo Inc's technological innovations are centered around its patented "plugilo connector," which integrates seamlessly into websites to clean up data chaos by eliminating duplicates and outdated content. This connector allows users to access original data from industry and trade, displayed in a highly compressed form of playing cards bundled in stacks. The connector can be integrated into any website, appearing in front of terms like brand names or product numbers, and allows users to interact with the data through a simple mouse-over. This innovative approach enhances data comparability and user engagement across platforms. ([Google Play](https://play.google.com/store/apps/details?id=com.plugilo.plugilo&hl=en-US))

### Market Potential and Future Prospects

The US market presents a significant opportunity for Plugilo Inc, given its vast e-commerce landscape and the increasing demand for innovative digital solutions. Plugilo's expansion strategy is focused on leveraging its unique technology to provide value to both B2B and B2C customers. The company's goal is to capture a substantial portion of the e-commerce market by offering solutions that enhance product visibility and data management. With Erik Sewell at the helm, Plugilo is well-positioned to capitalize on these opportunities and drive its global expansion forward. ([Finanzwire](https://www.finanzwire.com/article/plugilo-appoints-erik-sewell-for-us-market-expansion-lJOh2HyHLPp))

### Financial and Strategic Partnerships

Plugilo Inc operates under the parent company DCI Database for Commerce and Industry AG, which is publicly listed on the German stock exchange (XETRA: A11QU1). DCI has a long-standing history of supporting channel partners such as OEMs, distributors, resellers, and publishers in navigating the global eCommerce marketplace. This backing provides Plugilo with a robust foundation for its US expansion, enabling it to forge strategic partnerships and enhance its market offerings. The financial stability and expertise of DCI AG are crucial in supporting Plugilo's ambitious growth plans. ([MarketScreener](https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/))

### Challenges and Competitive Landscape

The e-commerce industry in the United States is highly competitive, with numerous established players and emerging startups vying for market share. Plugilo Inc faces the challenge of differentiating itself through its innovative technology and strategic partnerships. The company's success will depend on its ability to effectively communicate the value of its solutions to potential clients and partners, as well as its capacity to adapt to the rapidly changing digital landscape. By focusing on its unique offerings and leveraging its leadership's expertise, Plugilo aims to overcome these challenges and establish a strong presence in the US market. ([Sharewise](https://www.sharewise.com/us/news_articles/Plugilo_announces_hire_of_Erik_Sewell_to_lead_launch_of_plugilo_Inc_with_Headquarters_in_Tampa_Bay_DCI_eqsen_20241011_0709))

### Conclusion

Plugilo Inc's entry into the US market marks a significant milestone in its journey towards becoming a global leader in e-commerce solutions. With its innovative technology, strategic leadership, and strong backing from DCI AG, Plugilo is well-equipped to navigate the challenges and opportunities in the competitive US e-commerce landscape. The company's focus on enhancing product visibility and data management positions it as a valuable partner for businesses seeking to optimize their digital presence and drive growth. As Plugilo continues to expand its operations, it remains committed to delivering exceptional value to its customers and partners worldwide.

## Leadership and Strategic Vision of Plugilo Inc.

### Leadership Dynamics

Plugilo Inc. is spearheaded by Michael Mohr, who serves as the CEO and Founder of the company. Mohr's leadership is characterized by his extensive experience in the tech industry, particularly in e-commerce solutions. His strategic vision focuses on expanding Plugilo's market presence by leveraging innovative technologies and partnerships. Under his leadership, the company aims to capture a significant share of the global e-commerce market, targeting 80% market penetration. This ambitious goal is supported by a robust leadership team that includes Erik Sewell, who was recently appointed to lead the company's expansion in the U.S. market ([EQS News](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707)).

### Strategic Vision and Market Expansion

Plugilo's strategic vision is centered around becoming a global leader in product and content data technology. The company enhances e-commerce solutions for both B2B and B2C customers by offering a unique card and stack format that provides users with greater control and visibility over products and content. This approach is designed to streamline the user experience across web and mobile platforms, allowing seamless integration and synchronization of data ([Plugilo Official Website](http://www.plugilo.com)).

The company's expansion strategy is heavily focused on the U.S. market, which is seen as a critical growth area due to its vast potential. By establishing a strong presence in the U.S., Plugilo aims to leverage local partnerships with OEMs, distributors, resellers, and publishers to enhance its market offerings and drive global expansion ([Markets Insider](https://markets.businessinsider.com/news/stocks/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa-1033837434?op=1)).

### Technological Innovations

Plugilo's technological innovations are a cornerstone of its strategic vision. The company's web and mobile applications allow users to save, share, and utilize product information across various platforms, enhancing the e-commerce experience. This cross-device application fully syncs cards and stacks, ensuring users have access to consistent data regardless of the device used. Such innovations position Plugilo as a forward-thinking company in the competitive e-commerce landscape ([Central Charts](https://www.centralcharts.com/en/news/4857253-plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa)).

### Financial Growth and Strategic Partnerships

Plugilo's financial strategy includes securing funding to support its expansion efforts. The company has raised $1.12 million in its latest funding round, which will be used to fuel its growth initiatives and technological advancements ([CB Insights](https://www.cbinsights.com/company/plugilo)). Strategic partnerships play a vital role in Plugilo's growth, as collaborations with key industry players help the company enhance its product offerings and expand its market reach.

### Challenges and Future Prospects

While Plugilo has made significant strides in the e-commerce sector, it faces challenges such as intense competition and the need to continuously innovate to maintain its market position. However, the company's strategic vision and leadership provide a solid foundation for overcoming these challenges. Future prospects for Plugilo include further expansion into international markets and the development of new technologies to enhance its product offerings. The company's aim to capture a substantial share of the global e-commerce market underscores its commitment to growth and innovation ([IT Daily](https://www.it-daily.net/en/shortnews-en/plugilo-appoints-erik-sewell-as-head-of-plugilo-inc)).

This report provides a comprehensive overview of Plugilo Inc.'s leadership and strategic vision, highlighting the company's efforts to expand its market presence and innovate within the e-commerce industry. By focusing on leadership dynamics, strategic vision, technological innovations, financial growth, and future prospects, Plugilo is well-positioned to achieve its ambitious goals in the global market.

## Innovative Solutions and Market Potential of Plugilo Inc.

### Technological Advancements and Unique Offerings

Plugilo Inc. has positioned itself as a leader in digital content management by introducing innovative solutions that enhance eCommerce experiences for both B2B and B2C customers. The company's core technology revolves around the "plugilo connector," a patented tool that integrates seamlessly into websites to display data in a highly compressed card format. This technology eliminates data redundancy and ensures that users access only original and up-to-date content from verified sources. The connector's ability to appear instantly via mouse-over interactions provides a unique user experience, setting Plugilo apart from traditional data management solutions. ([source](https://play.google.com/store/apps/details?id=com.plugilo.plugilo&hl=en-US))

### Market Expansion and Strategic Partnerships

Plugilo's strategic expansion into the U.S. market, marked by the establishment of its headquarters in Tampa Bay, FL, underscores its commitment to becoming a global leader in eCommerce solutions. The company collaborates with channel partners, including OEMs, distributors, resellers, and publishers, to enhance its market reach and deliver significant value to end customers. This collaborative approach not only broadens Plugilo's market presence but also strengthens its position in the competitive eCommerce landscape. ([source](https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/))

### User-Centric Design and Cross-Device Compatibility

Plugilo's user-centric design is evident in its web and mobile applications, which allow users to save, share, and utilize product information across various platforms. The applications are designed to sync seamlessly across devices, ensuring that users have consistent access to their data. This cross-device compatibility is a significant advantage in today's multi-platform digital environment, providing users with flexibility and convenience. The innovative card and stack format not only enhances data visibility but also facilitates a more secure and efficient shopping experience. ([source](https://www.cbinsights.com/company/plugilo))

### Financial Growth and Investment Opportunities

Plugilo has demonstrated financial growth and stability, as evidenced by its successful funding rounds. The company raised a total of $1.12 million in its latest funding round, which underscores investor confidence in its business model and growth potential. This financial backing enables Plugilo to invest in further technological advancements and expand its market presence. The company's strategic financial management is a critical factor in its ongoing success and future growth prospects. ([source](https://www.cbinsights.com/company/plugilo))

### Competitive Edge and Future Prospects

Plugilo's competitive edge lies in its innovative approach to data management and eCommerce solutions. By focusing on original content and eliminating data chaos, the company provides a unique value proposition to its users. The potential for future growth is significant, as Plugilo aims to capture 80% of the global eCommerce market. The company's commitment to innovation and strategic partnerships positions it well for continued success in the rapidly evolving digital landscape. ([source](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707))

### Differentiation from Existing Content

While previous sections discussed Plugilo's strategic expansion and leadership vision, this section delves into the specific technological innovations and market potential that distinguish Plugilo in the eCommerce industry. The focus here is on the unique features of the plugilo connector, user-centric design, and financial growth, providing a comprehensive overview of the company's innovative solutions and future prospects.

## Role of Michael Mohr and Key Investors in Plugilo Inc.

### Michael Mohr's Leadership

Michael Mohr serves as the CEO and Founder of Plugilo Inc. His leadership is pivotal in steering the company's strategic direction, particularly in the e-commerce sector. Mohr's extensive experience in the tech industry underpins his ability to guide Plugilo towards significant market penetration. His leadership style is characterized by a focus on innovation and strategic partnerships, aiming to capture a substantial share of the global e-commerce market. Mohr's vision is to achieve 80% market penetration, supported by a robust leadership team including Erik Sewell, who leads the company's U.S. expansion efforts ([EQS News](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707)).

### Key Investors and Their Impact

Plugilo has attracted significant investment to fuel its growth and expansion plans. One of the key investors is Michael Urban, who brings extensive experience and global contacts to the company. Urban's involvement is not just financial; he actively promotes Plugilo's development to ensure its global success. His role is crucial in establishing Plugilo Inc. in the USA and expanding its functions for both B2C and B2B markets. Urban's background includes leadership roles in major tech companies, which provides Plugilo with strategic insights and opportunities for scaling globally ([CB Insights](https://www.cbinsights.com/company/plugilo)).

### Strategic Expansion and Market Penetration

Under Mohr's leadership and with the support of key investors like Urban, Plugilo is focused on expanding its market presence. The company is enhancing its e-commerce solutions to deliver significant value to both B2B and B2C customers. This strategic expansion is aimed at capturing a larger market share and establishing Plugilo as a leader in the global e-commerce landscape. The company's innovative approach, including the use of a card and stack format for product and content visibility, is central to its market penetration strategy ([MarketScreener](https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/)).

### Financial Growth and Investment Rounds

Plugilo's financial growth is supported by strategic investment rounds. The company has raised a total of $1.12 million to date, with plans for further investment rounds to support its expansion efforts. These funds are primarily used for the development of Plugilo's e-commerce solutions and global scaling initiatives. The involvement of investors like Urban, who has a track record of elevating tech companies to new heights, is instrumental in securing the financial resources needed for Plugilo's growth ([CB Insights](https://www.cbinsights.com/company/plugilo)).

### Technological Innovations and Future Prospects

Plugilo's technological innovations are a key driver of its market success. The company's platform is designed to be user-friendly and efficient, ensuring a smooth experience for its users. This focus on technology is aligned with Mohr's strategic vision of leveraging innovative solutions to expand Plugilo's market presence. The company's future prospects are promising, with plans to enhance its e-commerce solutions and expand its global footprint. The involvement of experienced investors and leaders positions Plugilo for continued growth and success in the competitive e-commerce landscape ([Delaware Startups](https://delawarestartups.com/plugilo)).

### Differentiation from Existing Content

While previous sections have discussed the leadership dynamics and strategic vision of Plugilo Inc., this section focuses on the specific roles of Michael Mohr and key investors in driving the company's growth. The emphasis here is on the strategic impact of Mohr's leadership and the financial and strategic contributions of key investors like Michael Urban. This content provides a deeper insight into the mechanisms behind Plugilo's expansion and market penetration strategies, differentiating it from existing reports that cover broader aspects of the company's operations and market potential.

## Future Goals and Global Market Strategy

### Global Leadership Ambitions

Plugilo Inc. aims to establish itself as a global leader in product and content data technology, targeting 80% of the world's e-commerce market. This ambitious goal is driven by their innovative card and stack format, which enhances control and visibility for end-users over products and content ([EQS News](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707)). The company's strategic focus on expanding its market share is evident in its collaboration with channel partners, including OEMs, distributors, resellers, and publishers, to enhance global e-commerce solutions for both B2B and B2C customers.

### Strategic Market Expansion

Plugilo's market expansion strategy is centered around leveraging the U.S. market's potential, as highlighted by the recent appointment of Erik Sewell to lead Plugilo Inc. in Tampa Bay, Florida ([MarketScreener](https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/)). The company's strategic initiatives in this key market are expected to drive its global expansion, with Sewell's extensive experience in digital media and e-commerce playing a pivotal role in establishing Plugilo's presence and advancing its strategic initiatives.

### Technological Advancements

Plugilo's technological advancements are a cornerstone of its global market strategy. The company's patented "plugilo connector" technology, which can be integrated into any website, serves as a symbol for calling up cards and stacks, providing a compressed overview and comparability of current data ([Google Play](https://play.google.com/store/apps/details?id=com.plugilo.plugilo&hl=en-US)). This innovation addresses previous data chaos on the internet by eliminating duplicates, incorrect, or outdated content, and missing information, using only original data from industry and trade owners.

### Cross-Device Compatibility

Plugilo's cross-device compatibility is a key feature of its technological offering. The company's web and mobile applications enable users to save, share, and utilize product information and content across any website, ensuring full synchronization of cards and stacks across devices ([IT Daily](https://www.it-daily.net/en/shortnews-en/plugilo-appoints-erik-sewell-as-head-of-plugilo-inc)). This user-centric design enhances the user experience by providing seamless access to product and content data, regardless of the device being used.

### Financial Growth and Strategic Partnerships

Plugilo's financial growth is supported by strategic partnerships and investments. The company's parent company, DCI AG, has resolved a capital increase to support Plugilo's expansion efforts, with significant participation from key stakeholders such as Michael Mohr, the founder and CEO of DCI AG ([European Business Magazine](https://europeanbusinessmagazine.com/media-outreach/dci-ag-resolves-capital-increase/)). This financial backing underscores the strong commitment to Plugilo's growth and expansion in the global market.

### Competitive Edge and Differentiation

Plugilo's competitive edge lies in its unique approach to managing and sharing products and content through its innovative card and stack format. This differentiation from existing solutions in the market positions Plugilo as a leader in the product and database sector, with a focus on reaching 80% of the global e-commerce market ([CentralCharts](https://www.centralcharts.com/en/news/4857253-plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa)). By providing end-users with more control and visibility over products and content, Plugilo sets itself apart from competitors and establishes a strong foothold in the industry.

### Future Prospects and Market Penetration

Plugilo's future prospects are promising, with a clear focus on market penetration and expansion. The company's strategic initiatives, technological innovations, and financial backing position it well to achieve its goal of becoming a global leader in product and content data technology. As Plugilo continues to expand its presence in key markets, such as the U.S., and leverage its partnerships with channel partners, it is poised for significant growth and success in the global e-commerce landscape ([Sharewise](https://www.sharewise.com/us/news_articles/Plugilo_announces_hire_of_Erik_Sewell_to_lead_launch_of_plugilo_Inc_with_Headquarters_in_Tampa_Bay_DCI_eqsen_20241011_0709)).

In summary, Plugilo Inc.'s future goals and global market strategy are centered around becoming a leader in product and content data technology, expanding its market share, and leveraging technological innovations and strategic partnerships to drive growth and success in the global e-commerce market.

## Conclusion

Plugilo Inc. is strategically positioning itself as a global leader in e-commerce solutions by leveraging its innovative card and stack format technology, which enhances product visibility and data management for both B2B and B2C customers. The company's recent expansion into the U.S. market, led by Erik Sewell, underscores its commitment to capturing a significant share of the global e-commerce market. Supported by its parent company, DCI AG, and key investors like Michael Urban, Plugilo is well-equipped to navigate the competitive landscape and achieve its ambitious goal of 80% market penetration ([EQS News](https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707)).

The company's technological advancements, particularly the patented "plugilo connector," provide a unique user experience by eliminating data chaos and ensuring access to original, up-to-date content. This innovation, combined with cross-device compatibility, positions Plugilo as a forward-thinking leader in digital content management. Financial growth through strategic investments and partnerships further bolsters Plugilo's expansion efforts, enabling it to enhance its market offerings and drive global growth ([CB Insights](https://www.cbinsights.com/company/plugilo)).

Looking ahead, Plugilo's focus on strategic market expansion, technological innovation, and financial stability positions it for continued success in the global e-commerce landscape. The company's commitment to delivering exceptional value to its customers and partners, coupled with its robust leadership and strategic vision, suggests promising future prospects. As Plugilo continues to expand its operations and forge strategic partnerships, it is poised to become a dominant force in the e-commerce industry ([MarketScreener](https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/)).

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* <https://plugilo.de/microfocus.com/news/670ff6f0a710c40022aeeb13/open-text-world-2024-information-reimagined>
* <https://plugilo.com/start>
* <https://europeanbusinessmagazine.com/media-outreach/dci-ag-resolves-capital-increase/>
* <https://www.eqs-news.com/news/media/plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa/2146707>
* <https://www.zawya.com/en/economy/global/dci-ag-resolves-capital-increase-egm1ntxs>
* <https://www.centralcharts.com/en/news/4857253-plugilo-announces-hire-of-erik-sewell-to-lead-launch-of-plugilo-inc-with-headquarters-in-tampa-bay-fl-usa>
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* <https://www.it-daily.net/en/shortnews-en/plugilo-appoints-erik-sewell-as-head-of-plugilo-inc>
* <https://www.marketscreener.com/quote/stock/DCI-DATABASE-FOR-COMMERCE-16917483/news/Plugilo-announces-hire-of-Erik-Sewell-to-lead-launch-of-plugilo-Inc-with-Headquarters-in-Tampa-Bay-48056995/>
* <https://play.google.com/store/apps/details?id=com.plugilo.plugilo&hl=en-US>
* <https://www.cbinsights.com/company/plugilo>
* <https://plugilo.com/home/product>