

Neosun's CEO Rides the Waves in Zuckerberg-Inspired Stunt and Dares Elon Musk

April 26, 2025 – Dubai / Worldwide — Ilya Likhov, CEO of solar tech company Neosun Energy, has stirred buzz by recreating Mark Zuckerberg's iconic wake surfing moment — but with a bold twist. Surfing the waves in Dubai while holding the Neosun flag, Likhov not only paid homage to Zuckerberg's stunt but also issued a playful public challenge to Elon Musk.

The inspiration came from July 4th, 2024, when Mark Zuckerberg posted a viral video of himself wake surfing in a suit while proudly waving the American flag to celebrate Independence Day. Likhov's version mirrors the same style and spirit, but swaps the U.S. flag for the vibrant Neosun banner and the California coast for Dubai's sunlit waters.

Posted across Instagram Reels, X, and TikTok, the video closely follows the confident, meme-worthy energy of original, ending with a cheeky caption that reads:

"Zuckerberg did it. Likhov did it. Your turn, Elon." The direct call-out to Musk adds a humorous layer of competition among tech titans

The video represents an informal approach to brand communication, reflecting a broader trend of tech executives using humor and viral formats to connect with wider audiences.

Watch the video: <https://www.instagram.com/p/DI59ws7tI0i/>

About Neosun Energy

Neosun is a global solar tech company delivering clean energy solutions and storage systems across 16 countries. Founded by Ilya Likhov, Neosun is committed to accelerating the transition to decentralized, sustainable power for businesses and communities worldwide.

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