The way we think about innovation has changed over the last 50 years. As an example the so-called linear model has exchanged with the innovation system model, thus a network perspective. However, there are some "truths" that is not questioned very much. One such truth is that innovation is about creative thinking - the DaVinci paradigm. Another truth is that innovation mostly is about brilliant technical development. Still another truth is that the main problem, when it comes to technical contexts, has to with technology itself. Moreover most people think that the high level knowledge is to be found inside universities. But all these "truths" can be questioned, and will be in this speech, that will end up in an outline to "the third innovation paradigm".