Open innovation has emerged as a new paradigm for how organizations innovate. It describes a distributed innovation process based on purposively managed knowledge flows across organizational boundaries in line with the organization’s business model. In this lecture, I will provide an overview of what we know (and don’t know) about open innovation, based on the research and practice in this domain. I will describe why and how we need to open up the concept of open innovation by moving beyond the organization as a unit of analysis. I will therefore highlight how we can address open innovation across levels of analysis, ranging from the role of individuals up to ecosystems and even the society at large. On this basis, I will also discuss some key opportunities for the future of open innovation, both in research and practice.