What is being claimed is:

1. A method of managing a network-based on-demand transport service for a given geographic region, the method being performed by one or more processors of a network-computing system and comprising:

based on an executing client application on computing devices of users throughout the given geographic region, establishing wireless network connections to communicate with the computing devices of the users over one or more wireless networks;

based on an executing driver application on computing devices of drivers operating vehicles throughout the given geographic region, establishing wireless network connections to communicate with the computing devices of the drivers over the one or more wireless networks;

receiving, over the one or more wireless networks from a computing device of a user, a transport request for a transport service for the user, the transport request indicating (i) a user identifier (ID) associated with the user, (ii) a requested transport type, and (iii) a pickup location;

initiating a driver selection process to service the transport request for the user by (i) receiving, over the one or more wireless networks from the computing devices of the drivers, location data indicating current locations of the drivers, and (ii) based on the current locations of the drivers, selecting a proximate driver of a vehicle, in relation to the user, that satisfies the requested transport type to provide the transport service for the user;

determining, based on the user ID, that the user is associated with a service entity corresponding to the transport service;

in response to determining that the user is associated with the service entity, determining, by the network-computing system, whether the transport request satisfies a set of authorization rules for utilizing a service account of the service entity based, at least in part, on the requested transport type and the pickup location, wherein the set of authorization rules specify one or more authorized transport types and a configured geofence specifying a geographic area within which pick-up locations are authorized;

based, at least in part, on (i) the requested transport type being an authorized transport type, and (ii) the pick-up location being within the configured geofence, determining that the transport request satisfies the set of authorization rules; and

in response to determining that the transport request satisfies the set of authorization rules, at least partially charging the service account of the service entity for providing the transport service for the user.

2. The method of claim 1, wherein determining that the user is associated with the service entity comprises (i) accessing a group database indicating a group of users associated with the service entity, and (ii) determining that the user is included in the group of users.

3. The method of claim 2, wherein the transport request further indicates a payment profile ID identifying the service account of the service entity, and wherein the group of users are further associated with the payment profile ID.

4. The method of claim 2, wherein the transport request also indicates a destination location, wherein the requested transport type indicated in the transport request comprises a carpool transport type, and wherein a rule of the set of authorization rules specifies that when transport requests are made for the carpool transport type, the network-computing system is to first attempt to select a second user, from the group of users associated with the service entity, to share at least a portion of the transport service with the user before attempting to select from users not associated with the service entity, the method further comprising:

receiving, over the one or more wireless networks from the client application executing on a computing device of the second user, a second transport request indicating a second pickup location and a second destination location of the second user; and

based on the second transport request also satisfying the set of authorization rules, (i) transmitting a transport invitation to the computing device of the selected proximate driver to also pick-up the second user in accordance with the carpool service type, and (ii) at least partially charging the service account of the service entity for providing the transport service for the second user.

5. The method of claim 1, wherein a rule of the set of authorization rules specifies that only transport requests of a single transport type are authorized; and

wherein determining that the transport request satisfies the set of authorization rules includes determining that the requested transport type indicated in the transport request corresponds to the single transport type specified by the rule.

6. The method of claim 1, wherein a rule of the set of authorization rules specifies that transport requests of a particular transport type are only authorized when an estimated time of arrival (ETA) of the particular transport type for the transport service is less than a predetermined amount of time; and

wherein determining that the transport request satisfies the set of authorization rules further includes (i) determining that the ETA of the particular transport type, based on the pickup location indicated in the transport request, is less than the predetermined amount of time, and (ii) determining that the requested transport type indicated in the transport request corresponds to the particular transport type specified by the rule.

7. The method of claim 1, wherein a rule of the set of authorization rules specifies that only transport requests made during a predetermined duration of time are authorized; and

wherein determining that the transport request satisfies the set of authorization rules includes determining that the transport request has been received by the network-computing system at a time during the predetermined duration of time.

8. The method of claim 1, wherein a rule of the set of authorization rules specifies a maximum number of transport requests from the user during a predetermined duration of time; and

wherein determining that the transport request satisfies the set of authorization rules further includes (i) accessing a user database to identify a user account of the user based on the user ID, and (ii) determining, from the user account, that a number of previous transport requests that were serviced for the user during the predetermined duration of time does not meet the maximum number of transport requests specified by the rule.

9. The method of claim 1, further comprising:

determining, by the network-computing system, that the transport service has been completed for the user based on information received from the computing device of the selected proximate driver;

determining, by the network-computing system, a cost for the transport service based, at least in part, on a total distance and a time for servicing the transport request; and

based on the set of authorization rules, determining, by the network-computing system, a portion of the cost to charge to the service account of the service entity.

10. The method of claim 1, wherein a rule of the set of authorization rules specifies that only a particular destination location region is authorized;

wherein the transport request further indicates a destination location; and

wherein determining that the transport request satisfies the set of authorization rules further includes determining that the destination location indicated in the transport request is within the particular destination location region.

11. A non-transitory computer-readable medium storing instructions that, when executed by one or more processors of a network-computing system, cause the network-computing system to:

based on an executing client application on computing devices of users throughout a given geographic region, establish wireless network connections to communicate with the computing devices of the users over one or more wireless networks;

based on an executing driver application on computing devices of drivers operating vehicles throughout the given geographic region, establish wireless network connections to communicate with the computing devices of the drivers over the one or more wireless networks;

receive, over the one or more wireless networks from a computing device of a user, a transport request for a transport service for the user, the transport request indicating (i) a user identifier (ID) associated with the user, (ii) a requested transport type, and (iii) a pickup location;

initiate a driver selection process to service the transport request for the user by (i) receiving, over the one or more wireless networks from the computing devices of the drivers, location data indicating current locations of the drivers, and (ii) based on the current locations of the drivers, selecting a proximate driver of a vehicle, in relation to the user, that satisfies the requested transport type to provide the transport service for the user;

determine, based on the user ID, that the user is associated with a service entity corresponding to the transport service;

in response to determining that the user is associated with the service entity, determine, by the network-computing system, whether the transport request satisfies a set of authorization rules for utilizing a service account of the service entity based, at

least in part, on the requested transport type and the pickup location, wherein the set of authorization rules specify one or more authorized transport types and a configured geofence specifying a geographic area within which pick-up locations are authorized;

based, at least in part, on (i) the requested transport type being an authorized transport type, and (ii) the pick-up location being within the configured geofence, determine that the transport request satisfies the set of authorization rules; and

in response to determining that the transport request satisfies the set of authorization rules, at least partially charge the service account of the service entity for providing the transport service for the user.

12. The non-transitory computer-readable medium of claim 11, wherein the executed instructions cause the network-computing system to determine that the user is associated with the service entity by (i) accessing a group database indicating a group of users associated with the service entity, and (ii) determining that the user is included in the group of users.

13. The non-transitory computer-readable medium of claim 12, wherein the transport request further indicates a payment profile ID identifying the service account of the service entity, and wherein the group of users are further associated with the payment profile ID.

14. The non-transitory computer-readable medium of claim 12, wherein the transport request also indicates a destination location, wherein the requested transport type indicated in the transport request comprises a carpool transport type, and wherein a rule of the set of authorization rules specifies that when transport requests are made for the carpool transport type, the network-computing system is to first attempt to select a second user, from the group of users associated with the service entity, to share at least a portion of the transport service with the user before attempting to select from users not associated with the service entity, and wherein the executed instructions further cause the network-computing system to:

receive, over the one or more wireless networks from the client application executing on a computing device of the second user, a second transport request indicating a second pickup location and a second destination location of the second user; and

based on the second transport request also satisfying the set of authorization rules, (i) transmit a transport invitation to the computing device of the selected proximate driver to also pick-up the second user in accordance with the carpool service

type, and (ii) at least partially charge the service account of the service entity for providing the transport service for the second user.

15. The non-transitory computer-readable medium of claim 11, wherein a rule of the set of authorization rules specifies that only transport requests of a single transport type are authorized; and

wherein the executed instructions cause the network-computing system to further determine that the transport request satisfies the set of authorization rules by determining whether the requested transport type indicated in the transport request corresponds to the single transport type specified by the rule.

16. The non-transitory computer-readable medium of claim 11, wherein a rule of the set of authorization rules specifies that transport requests of a particular transport type are only authorized when an estimated time of arrival (ETA) of the particular transport type for the transport service is less than a predetermined amount of time; and

wherein the executed instructions cause the network-computing system to further determine that the transport request satisfies the set of authorization rules by (i) determining that the ETA of the particular transport type, based on the pickup location indicated in the transport request, is less than the predetermined amount of time, and (ii) determining that the requested transport type indicated in the transport request corresponds to the particular transport type specified by the rule.

17. The non-transitory computer-readable medium of claim 11, wherein a rule of the set of authorization rules specifies that only transport requests made during a predetermined duration of time are authorized; and

wherein the executed instructions cause the network-computing system to further determine that the transport request satisfies the set of authorization rules by determining that the transport request has been received by the network-computing system at a time during the predetermined duration of time.

18. The non-transitory computer-readable medium of claim 11, wherein a rule of the set of authorization rules specifies a maximum number of transport requests from the user during a predetermined duration of time; and

wherein the executed instructions cause the network-computing system to further determine that the transport request satisfies the set of authorization rules by

(i) accessing a user database to determine a user account of the user based on the user ID, and (ii) determining, from the user account, that a number of previous transport requests that were serviced for the user during the predetermined duration of time does not meet the maximum number of transport requests specified by the rule.

19. The non-transitory computer-readable medium of claim 11, wherein the executed instructions further the network-computing system to:

determine that the transport service has been completed for the user based on information received from a computing device of the selected proximate driver;

determine a cost for the transport service based, at least in part, on a total distance and a time for servicing the transport request; and

based on the set of authorization rules, determine a portion of the cost to charge to the service account of the service entity.

20. A network-computing system comprising:

one or more processors; and

a memory storing instructions that, when executed by the one processors, cause the computer system to:

based on an executing client application on computing devices throughout a given geographic region, establish wireless network connections to communicate with the computing devices of the users over one or more wireless networks;

based on an executing driver application on computing devices of drivers operating vehicles throughout the given geographic region, establish wireless network connections to communicate with the computing devices of the drivers over the one or more wireless networks;

receive, over the one or more wireless networks from a computing device of a user, a transport request for a transport service for the user, the transport request indicating (i) a user identifier (ID) associated with the user, (ii) a requested transport type, and (iii) a pickup location;

initiate a driver selection process to service the transport request for the user by (i) receiving, over the one or more wireless networks from the computing devices of the drivers, location data indicating current locations of the drivers, and (ii) based on the current locations of the drivers, selecting a

proximate driver of a vehicle, in relation to the user, that satisfies the requested transport type to provide the transport service for the user;

determine, based on the user ID, that the user is associated with a service entity corresponding to the transport service;

in response to determining that the user is associated with the service entity, determine, by the network-computing system, whether the transport request satisfies a set of authorization rules for utilizing a service account of the service entity based, at least in part, on the requested transport type and the pickup location, wherein the set of authorization rules specify one or more authorized transport types and a configured geofence specifying a geographic area within which pick-up locations are authorized;

based, at least in part, on (i) the requested transport type being an authorized transport type, and (ii) the pick-up location being within the configured geofence, determine that the transport request satisfies the set of authorization rules; and

in response to determining that the transport request satisfies the set of authorization rules, at least partially charge the service account of the service entity for providing the transport service for the user.