

# BLOC Redefines Rideshare Economics With Flat-Fee Driver Subscriptions, Launching in New York

*Brooklyn startup BLOC replaces the traditional rideshare commission model with a flat driver subscription — more earnings, more consistency, more community.*

BROOKLYN, NY, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- A Brooklyn-based rideshare startup is stepping into the spotlight under a new name. The company, which began building and gathering early waitlist signups in January 2026 under the name Rivo, today announced it is rebranding to BLOC — a name its founders say better captures what they're actually building: a rideshare platform rooted in neighborhood identity, driver fairness, and community.

The decision to rebrand came early and deliberately. As the company developed its product and mission, it became clear the original name wasn't built to scale alongside the vision BLOC represents.

"We knew within the first few weeks that the name needed to match the mission," said Samuel Furman, CEO and Co-Founder. "BLOC isn't just a rebrand — it's a declaration. Every neighborhood deserves a rideshare that actually works for the people who live there. That's what we're building, starting in New York and taking everywhere."



## Taking On a Broken Model

BLOC enters a rideshare market that, despite billions in revenue, has left both sides of the equation frustrated. Riders face unpredictable surge pricing and inconsistent service. Drivers face commission structures that erode their earnings and offer little stability.

BLOC's answer is a driver subscription model — a flat, predictable fee structure that puts earnings back in drivers' hands. Drivers keep more of what they earn. Riders get more consistent service from drivers who are invested in their communities, not just optimizing for the next fare across the city.

"The subscription model changes everything," said Daniel Perkelvald, CMO and Co-Founder. "When drivers aren't bleeding out on commission, they show up differently — for their riders, for their neighborhoods, for the platform. That's the flywheel we're building, and New York is just the beginning."

Built on the Block. Built to Scale.

BLOC's launch strategy is unapologetically neighborhood-first — not because the ambition is small, but because the founders believe the strongest platforms are built on community trust. Scale without that foundation produces a commodity. BLOC is building something different: a rideshare network where drivers are stakeholders, not contractors optimizing around a fee structure that works against them.

By starting hyperlocal and building density market by market, BLOC aims to create the kind of rider-driver loyalty that the incumbents have never been able to manufacture at scale. New York is the proving ground. The model is designed to travel.

The company is currently in pre-launch, with a growing waitlist of riders and drivers across the New York metro area, and plans to announce its official launch date in the coming months.

Join the Waitlist

Early access signups are open now for riders and drivers in the New York area. Those interested can join the waitlist at [ridewithbloc.com](https://ridewithbloc.com) and follow BLOC on [@ridewithbloc](https://www.instagram.com/ridewithbloc) and on [X at @ridewithbloc](https://twitter.com/ridewithbloc)

About BLOC

BLOC is a Brooklyn-based rideshare startup redefining local transportation through a hyperlocal, driver-first model. Founded in January 2026 by Samuel Furman (CEO) and Daniel Perkelvald (CMO), BLOC is built on a subscription-based structure that eliminates punishing commission

fees — connecting riders and drivers within their own communities and prioritizing transparency, reliability, and neighborhood identity at every stage of its growth. BLOC is currently in pre-launch with a waitlist open at [ridewithbloc.com](https://ridewithbloc.com).

Your Block. Your Ride.

Media inquiries: [press@ridewithbloc.com](mailto:press@ridewithbloc.com)

Samuel Furman

BLOC

[press@ridewithbloc.com](mailto:press@ridewithbloc.com)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/903070544>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our [Editorial Guidelines](#) for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.